

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



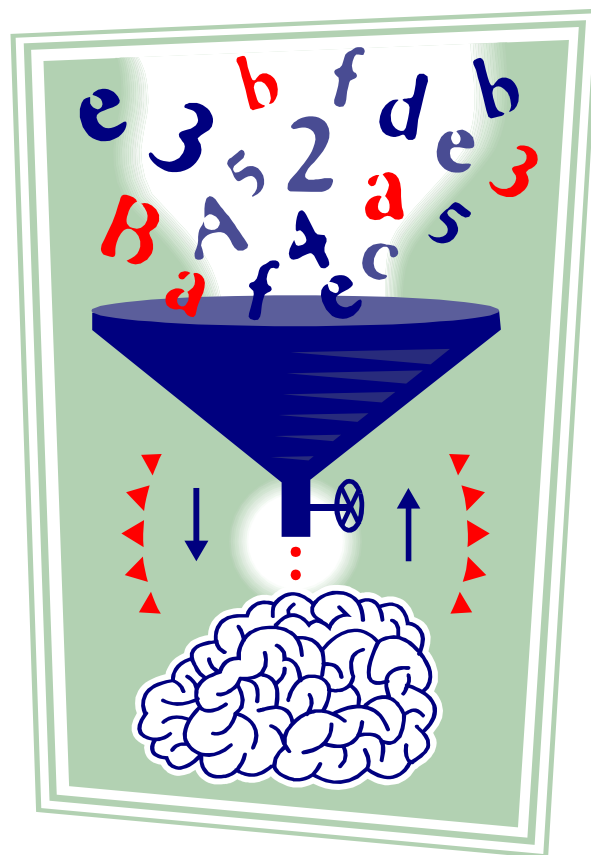
### Part 3 Analysis & Recommendations BUTTE-SILVER BOW COUNTY

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**

## **in Order to Identify What Problems are of Greatest Concern**

### **CONSEQUENCES – PART 3**

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### **Motor Vehicle Crashes**

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Since 2008, Butte-Silver Bow County has had fewer alcohol-related crashes per 100,000 people (77.41) than the state average (119.96). Though there is a noticeable pattern in those years of a drop then rise nearly to the original 2008 number (imaging an upside-down bell curve). The initial decrease can, in part, be attributed to the high profile hit-and-run death of 14 year-old Mariah McCarthy at the hands of an underage drunk driver. Statistics stay low in the following years and begin to see a rise in 2012. Disturbing is the overall fatality rate of Silver Bow County since 2007, which is almost double that of the state's alcohol related fatality rate in the same timeframe.

Silver Bow's Law Enforcement agency have since recommitted themselves to address drinking and driving proactively and systematically through targeting drinking and driving by both underage and of-age patrols during high drinking times (weekend nights) and significantly increasing both patrols and methods of patrols during Butte's many festivals. The BSB DUI Task Force, has prioritized collaboration among different local organizations with similar missions, supporting them financially, providing training and through volunteers, as well as advocating the support of the much debated and highly controversial open container ordinance.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The rate of drinking and driving reported in the Montana Prevention Needs Assessment (MPNA) by Butte-Silver Bow students is consistently higher than the state rate since at least 2008. BSB's total rate remained the same from 2008 to 2010, and then decreased from 15.8% in 2010 to 9.8% in 2012, which is still above the 9.3% state rate. Montana's rate has decreased from 14.1% in 2008 to 9.3% in 2012. In 2002, the rates for Montana were approximately 21.9%, so current figures are showing a marked decrease in this behavior. Additionally, the state rate is slightly above the national rate of 8.2% (as reported in the YRBS for 2011). In 2005, local rates were over 10% higher than the national rate. Rates for American Indians have also dropped from 2008 but still remain higher than all races combined. The decrease in overall percentages may be due to additional education about the consequences of drinking and driving, change in societal norms and/or to the increased enforcement strategies that were discussed in response to Question 1.

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In 2008, 9.2% more Butte-Silver Bow students reported riding in a car driven by someone who had been drinking than did their peers across the state. This significantly large gap widened in 2010 to 14% as BSB's percentage was static while the state decreased. In 2012, data shows a significant gap reduction to 5.3% more students riding in a car driven by someone who has been drinking than the state average. BSB students reported an 11.7% decrease in that time. These are concerning numbers as they are above the state and national average; however, the decreasing trend is overall down considerably from 2008.

Similarly to drinking and driving statistics, the decline in the percentage of students riding in a car driven by someone who has been drinking may be attributed to additional education about the consequences of drinking and driving, a change in societal norms and/or in the perception among young people that engaging in this type of behavior is harmful. It should be noted, however, that the MPNA from which most rates are derived does not take many real-life factors into consideration, which could skew results in many ways.

## Final Consequence Question

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### QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Despite a decrease in the statistics gathered, BSB continues to see high numbers in this area, consequently the impact the three consequences mentioned above have a great impact on the County. BSB has been negatively impacted over the past few years on high profile motor vehicle crashes, which offers the community a “rationale” to be more focused on solving the problem of underage drinking. Collaboration among prevention agencies, cooperation and prioritizing within the city-county government, and increased enforcement efforts seem to be chipping away at the seriousness of the data.

## CONSUMPTION – PART 3

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

## Underage Binge Drinking

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### QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community’s own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Trends shown by the data are encouraging regarding previous two-week binge drinking rates among Butte-Silver Bow students are encouraging as they have decreased over the past few years after staying stagnant from 2008 to 2010. Similarly, the same statistic for Native Americans in BSB have gone down; however, the number is quite alarming and nearly double the percentage of all races in 2012 at 44.8%. None of the reported numbers for BSB students, in any grade level, are below that of students across the state.

BSB students report binge drinking in the past 30 day at 39% (Montana: 32.7%) in 2007, falling to 34.6% in 2009, 32.3% in 2011, and 30.1% in 2013. The state of Montana, over the

same time frame, has seen a steeper, but similar, decline in rates. Nationally, according to the YRBS, 21.9% of students taking that survey had five or more drinks of alcohol in a row during the 30 days before taking the survey. Overall, BSB students reported an average of 7% more than the state percentage reported binge drinking in the two weeks before taking the MPNA. Despite improvements, the levels of underage binge drinking reported by young people in BSB are still alarming, especially when looked at in terms of the increase among grade levels. These numbers are noticeably higher than the state, which in itself is among the states with high percentages.

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Unfortunately, the state of Montana only collects information by means of the BFRSS, providing only limited statistics on a state level.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Since 2008, underage drinking has steadily decreased in Montana, indicating a slowing decrease between 2011 and 2013 according to the YRBS. BSB's rate, reported in the PNA, held steady at 43.2% from 2008 to 2010 and decreased almost 7% between 2010 and 2012. All of these percentages are higher than the state average, most significantly higher in 2010 with a difference of 8.8%. Fortunately for BSB and Montana, in the last 10 years, there has been a reported decrease in the trends at all reporting age levels (grade 8, 10, and 12).

Historically, the culture of underage drinking in BSB has contributed to a mindset of acceptance and indifference to underage drinking which continues today. This, as well as a lack of environmental factors, and an aging and less affluent demographic can all be cited as indicators. Though the recent high-profile successes of Mariah's Challenge (CNN Heroes and People Magazine), which brings to light this problem in BSB, has brought underage drinking and driving under the influence into the mindset of the community. Also, the passing of the controversial open container ordinance for the Uptown area is a step at increased protective factors and an indication of a shift in the prevailing cultural attitude.

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The 2012 data listed in Table 20 shows 6.7% of BSB students reported using prescription drugs in the 30 days prior to completing the MPNA survey compared to a reported 3.5% statewide. The area of prescription drug abuse among youth is a concern in BSB as the trend is always reported above the state averages, and seems to be on the rise in this county. Several reasons may explain the higher percentages. Butte citizens are statistically growing older, which may lead to more drugs and the accessibility of those drugs. Additionally, due to socio-economics of the area, more adults and young people are seeing doctors and legally obtaining prescriptions, which can then be sold or stolen.

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

The links between underage drinking binge drinking, and driving under the influence are a major concern in BSB and the relationship among them is clear. According to the CDC, 90% of drinkers under age 21 binge drink. This is compounded when placed within a historically grounded context of acceptance, tolerance, and indifference among the mindset of the citizenry.

Surrounding the higher numbers on drug and alcohol users comes tertiary consequences that have recently been happening in BSB. Alcohol is known to be involved in a large percentage of crimes, sexual assaults, injuries, and violent incidents, but consistent tracking measures are not yet in place to document such involvement. For example, a startling number of youth suicides have occurred in BSB. Financially, the Law Enforcement are required to recruit additional manpower to combat the spikes in consumption of substances during festivals and other high consumption events.

That being said, more and more victories are being waged and won in opposition to substance use and abuse, which indicates a shift in the prevailing cultural framework. This is an encouraging trend displayed by the decision makers of BSB, however it is often seen as not strong enough to make an impact on the higher than average numbers reported in BSB.



## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The MPNA shows a consistent 78.2% of BSB students perceive parental disapproval towards alcohol and drug use from 2008 to 2010. It would appear that the BSB 2010 data may have been repeated in 2010 due to the exact same percentages listed. Regardless, this percentage jumped in 2012 to 82.3%, surpassing the state rate which stayed stagnant at 81.8% from 2010 to 2012.

Parents, as noted by the National Institute on Drug Abuse and the National Clearinghouse on Alcohol and Drug Information, have a significant influence on their children's substance use. However, because of the aging demographic of BSB, traditionally more low paying have exist in Butte, leading to disproportionate number of parents working two or more jobs, leaving little opportunity for them to be involved with their children. Consequently, it becomes more important that organizations already functioning in BSB provide more emphasis on reducing the perception among the approximately 20% of youth who believe their parents think it is OK for them to drink or use other drugs. Promotion of social norming campaigns, parenting material containing strategies parents can utilize can be created and provided through the many organizations to help prevent their children from using alcohol and other drugs.

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Between 2008 and 2012, BSB students perceived peer disapproval towards alcohol and drug use dropped by almost 2%, from 57.7% in 2008 to 56.0% in 2012. Statistics indicate that earlier

grades perceive less disapproval among their peers than that of high school seniors. This could indicate weak educational and outreach strategies, or age inappropriateness of material to younger students in the schools. High school seniors reported a 3.2% increase in perceived disapproval among their peers, suggesting strategies and programs at this level are more uniform, consistent, and focused. A Healthy Curriculum among all the support and prevention entities in BSB has begun formation in the public schools to create consistency of messaging, guarantee contact time, and increase effectiveness. This hasn't been implemented, but the conversations currently seem promising.

## **Perceived Risk/Harm of Use**

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### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Tables 26 through 30 seem to be the most concerning for prevention professionals in BSB. Across the board, BSB students' self-perception of risks and harm are more negative than the state reported statistics, sometime significantly so. In summary, the data indicates that despite students knowing alcohol and drugs cause harm, they simply don't care. Table 26 and 27 support this observation with a 63.9% of total BSB students believe it is wrong to drink alcohol (nearly 8% lower than the state average), and 32.3% believe it to cool to drink regularly (nearly 9% more than the state average). These percentages are significantly more negative than the state average. BSB students reported in 2012 that 67.2% perceive risk of harm in consuming 1-2 drinks, a 3.1% jump from the state average; however, when it comes to consuming 5+ drinks the statistic only increases to 73% whereas the state average surpasses BSB students by 3%. This indicates a perception among students that binge drinking isn't significantly more negative than having 1-2 drinks. Lastly, student perception of neighbors that think student drinking is wrong is significantly lower (69.5% in 2008 and 62.6% in 2012) than the state average (71.9% in 2008 and 69.1% in 2012). One can conclude that students believe community members don't care as much about the youth of Butte as much as other Montana communities. It would seem, based on these numbers, that the BSB social norm still exists within our youth (and could be said about Montana, as well) that underage drinking is acceptable.

## **Family Communication around Alcohol/Drug Use**

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Table 25 indicates that, in 2012, less than half of the Butte-Silver Bow students talked to their parents about alcohol and drug use at as compared to the rate that Montana students talked to their parents. This statistic might naturally be generalized among the students, and would be more helpful to prevention professionals if it were separated categorically into both alcohol conversations and other drug conversations. However, one can assume no real significance between the conversations as the two topics naturally go hand in hand.

The data reported shows a negative trend with regards to talking with parents across all age levels. This could be due to the fact that newer means of getting high might not come to light in the conversations, or come up at all in the traditional discussions between parent and child. Though the state average seems to have hit homeostasis, the BSB students show a significant drop in the conversations happening between child and parent. It is important that Butte works hard to stop this trend and to actually reverse it. Recent events of youth suicide have taken some of the spotlight away from the substance abuse topic but groups like Butte Cares Inc. have taken it upon themselves as the areas prevention coalition to make a concerted effort to create a community dialog not just about the issues that are currently popular, but all the issues effecting Butte-Silver Bow, including marijuana, suicide, prescription pills, alcohol, cyberbullying, etc, by creating a community town hall meeting, and publishing multiple editorials in the Montana Standard.

### **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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#### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences

According to Table 31, Butte students overwhelming do not believe that alcohol is causing problems for them. Only 2.8% of students in all grades believe alcohol is causing any financial, legal, or emotional problems for them. Looking at the difference in actual percentages, the greatest difference between BSB and Montana students occurs in the 12<sup>th</sup> grade. In 2012, a mere 1.5% of students believed they had no problem while among 12<sup>th</sup> graders in Montana in 2012 10.1% felt they had no problems. These low percentages stand in contrast to prior data tables (28, 29, and 30) regarding the perception of alcohol--the data shows consistent percentages in the 60-75% range of negative perceptions among students both in BSB and Montana. This makes one believe that students at that age are not concerned or aware with long-term effects of using alcohol, they are just looking for a short term escape. Further work must be done to discover the reasons behind this possible contradiction or examine the survey question for clarity.

## Final Risk Factors Question

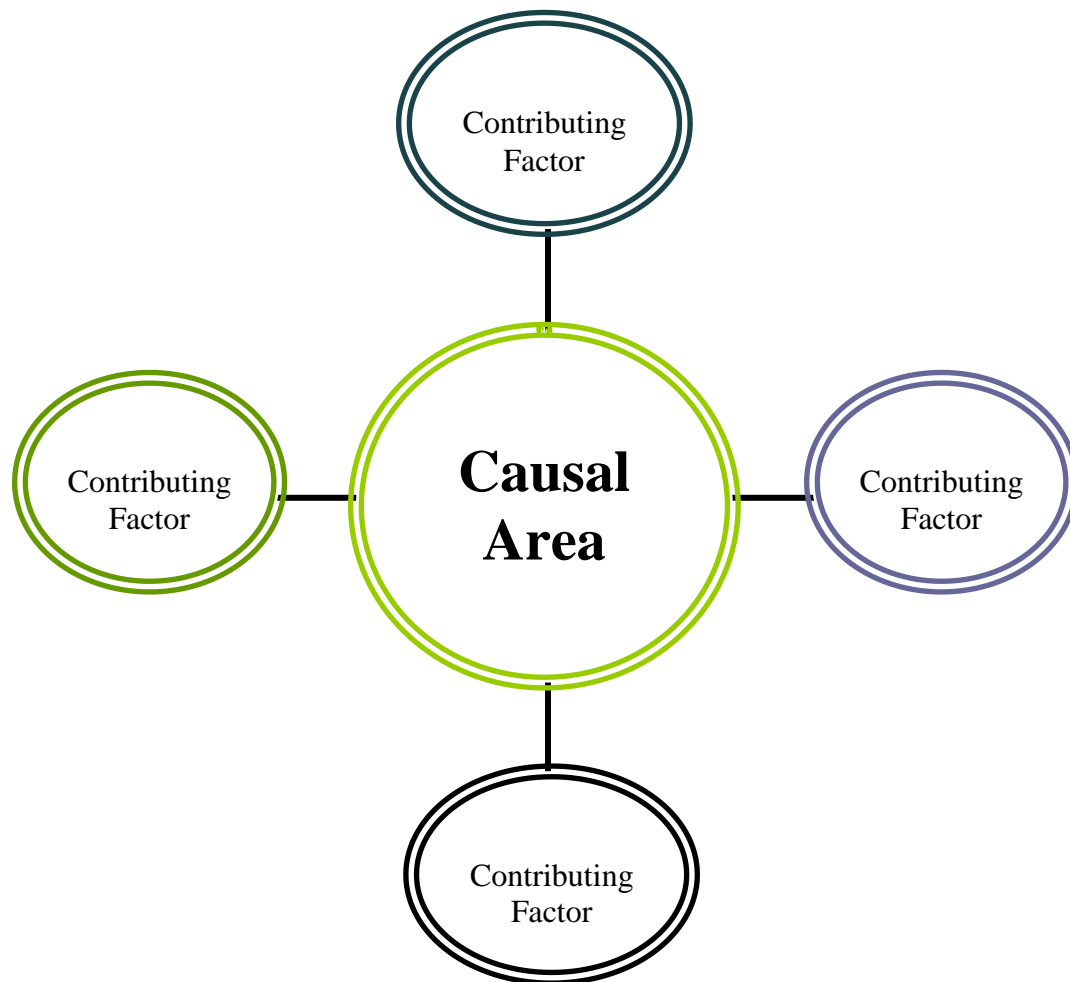
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### QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Butte-Silver Bow prevention organizations have been working diligently to create strategies and events that puts these risk factors in the consciousness of the community. Many times, strategies such as the previously mentioned Healthy Citizens Curriculum, or Community Conversation are met with systemic challenges, political gamesmanship, or the simple cultural apathy towards prevention that continues to exist here. Thanks to programs such as Mariah's Challenge, the generation gap regarding attitudes towards prevention are changing for the better, however, programs or events cannot have the same profound effect that parents have on their children. Research continually shows that the older generation, in this case the parents, have a significant influence on their children's substance use. As community role models and parents model healthy behaviors and regard substance abuse as risky, youth will come to view substance use as risky as well, leading to a decline in consumption. On the other hand, alcohol use in Butte is declining, which can be attributed to their belief that alcohol is harmful and their parents disapprove of their use of it, which is at odds with their thinking that *their* alcohol use is not causing them problems. Other, newer, and synthetic substances could be replacing alcohol as the youths' substance of choice.

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## **RETAIL AVAILABILITY – PART 3**

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### **Compliance Checks**

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#### **QUESTION 16 Compliance Checks**

Based on Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Data provided by BSB Law Enforcement was vague at best regarding the number of retailers checked for compliance annually. Reason for the vagaries was that manpower to conduct the compliance checks is often very difficult to find. Between 2008-2013 over 300 retailers were checked and 13 total failed to comply. That is an approximate 23% failure rate. Although the number of failures have decreased each year since 2011, it cannot be considered statistically significant based on the inconsistencies of the numbers checked. Regardless, a 23% should be considered high.

When conducting informal interviews with citizens and law enforcement, it seems that the cultural of alcohol is beginning to shift and it is harder for youth to get alcohol. This is an initial first step but the conversation and follow-through needs to continue to keep our community safe.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Due to a lack of manpower, compliance checks are variable if done at all. Furthermore, when they are completed, the public is not made aware to my knowledge. This results in the a lack of perceived risk when attempting to purchase alcohol underage. The Butte-Silver Bow area also has a long tradition of having underage drinking parties far in the mountains surrounding town. The perception that alcohol is easy to obtain creates an assumption that alcohol is a mandatory factor in these and other house parties.

### **Alcohol Seller/Server Training**

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The selling or serving of alcohol to minors and the continued sales or service of alcohol to someone who is intoxicated can contribute to the misuse of alcohol in your community. Most communities offer free training on a periodic basis to individuals who sell or serve alcohol in a business establishment. The general accessibility of alcohol can be significantly impacted by the practices of alcohol establishments.

**QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Table 2-4. How do the number of RBSS trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

The trend in BSB regarding RBSSs is encouraging. In talking with the instructor, more both more classes are being conducted, often with more attendees, but even more encouraging is that businesses will contact the instructor to conduct classes in addition to regularly scheduled classes. This trend likely has to do with the passing of legislation mandating all alcohol servers must attend these training once every three years. Prior to 2012, there were no trainings held, and since that time, trainings occur at a rate of about two per month. Additionally, alcohol servers, mainly volunteer citizens, for Butte's many festivals are required to attend this training, getting alcohol training and awareness to hundreds of citizens that would not otherwise be required. The class is very comprehensive, including information on over serving, signs of intoxication, server rights within the law, and liability for serving minors. When possible, the community liaison from the BSB Law Enforcement conducts a session for identifying fake id's. Creating a more informed server population, and an increasing general public will have a significant effect on the generally abusing alcohol culture in BSB.

**QUESTION 19 Alcohol Merchant Retail Sales Training**

If you community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

BSB holds regular RBSS trainings as well as additional trainings per request of business or event.

**Retail Availability Questions**

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**QUESTION 20** Based on information gathered about liquor licenses, alcohol compliance checks, RBSS training and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

The cultural norm surrounding Butte-Silver Bow County's availability of alcohol is one of ease. However, with 81 liquor licenses--235.44 per 100,000 people, BSB does not support this generalization. BSB is ranked sixth among all counties in total licenses and sits among the average number of licenses per 100,000 people (231.85). The prevalence of these licenses are located in the uptown business district, the Harrison Ave. corridor, and at festivals.

The retailers that hold a liquor license are at the front of helping a perceptual shift in BSB County toward responsible and legal alcohol consumption. When they provide alcohol to minors, or without carding, preconceived notion of Butte as 'rough and tumble drinking town where there are no rules' is both reinforced and confirmed.

Prevalence of RBSS trainings, the new open-container ordinance, and an increase of public reports of alcohol abuse, the cultural trend seems to be in a positive direction. That being said, many factors exist that must be addressed to see more responsible and legal use increase. The location of Montana Tech on the edge of town requires students to drive to commercial alcohol establishments and festival volunteers are less likely to confront irresponsible alcohol use based simply on their volunteer status.

BSB must continue to collaborate between and among its prevention coalition, government, businesses, and citizens to promote responsible alcohol use and to make it a priority to both model good behavior with, and perceptions of alcohol, as well as to create and promote environmental and norming strategies (education, policy, practice, and enforcement) that limit the availability of alcohol to minors and intoxicated customers.

#### QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	X	6	7	8	9	10	

Retail availability was rated a 5, with 10 indicating "major impact" and 0 as "no impact." As more employees become trained and experienced, along with instituting compliance checks and more frequent walk-throughs of establishments known to host underage drinkers, this ranking will increase. Retail availability to minors and intoxicated adults still remains as a contributor to binge drinking and driving under the influence of alcohol. Continuation of these strategies will continue to increase perceived risk of illegal alcohol use and reduce concurrent crimes usually associated with drinking. Another problem leading to alcohol availability is the lack of daytime open-container ordinance. This leads to high visibility of alcohol use and reduced perception of risk among underage drinkers. Allowing people to walk around town with alcoholic drinks also creates an opportunity for those people to give their drinks to others while walking town. This fact was reiterated in the officer interviews, in that, alcohol and other drugs are often supplied by family members and friends. This localized norm does little good for the fight against underage drinking and intoxication in BSB.



## CRIMINAL JUSTICE – PART 1

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

The limited data available suggests that filings equal the number found guilty. This high number of cases and convictions may suggest the perception that if stopped or pulled over for MIP or DUI, you will be found guilty. Though data may not be statistically significant at this time, it is encouraging to see as the justice system is doing a good job creating consistent consequences for alcohol related crimes. It is noted by Sheriff Lester that officers are receiving more training and are using better, more accurate equipment at the time of citation. The high conviction rate may also be a contributing factor in the statistics of perceived risk among BSB students.

### **QUESTION 23**

Based on Table 2-5, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others. What does this suggest about binge drinking or drinking and driving within your community?

There are no noticeable rate differences in the data provided.

## **Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forrest Service.

### **QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Based on interviews with law enforcement officers, the department perceives only mediocre community support on a number of alcohol related issues: MIPs, Open Containers in vehicles, Open Containers on streets, Public nuisance laws, and drug charges. The Montana Tech students stood out to interviewees as a demographic still in need prioritizing as many problems were noted, particularly in the areas of alcohol abuse and prescription drug abuse. More

collaboration between Montana Tech, local judges were noted to make enforcement of citations, corresponding programs, and individuals more consistent and accountable.

Despite a connotatively grim picture painted by the BSB law enforcement officers interviewed, several noted strategies have begun that were considered to be, or will soon be, effective and supportive of alcohol-prevention efforts. The recent open-container ordinance was narrowly passed by the city council which will affect the high-visibility of late-night public drinking. Other programs, such as a mandatory alcohol education curriculum for all Montana Tech students, and a more accountable local government and MIP program, are all steps taken to combat binge drinking and driving under the influence. Feedback from these programs are only starting to be recorded and a small differences are being reported already. It is essential to continue collaboration between the BSB DUI Task Force, which includes BSB LED, MHP, local judges, attorneys, local drug prevention coalition members, and to continue carrying out the fight against alcohol abuse as a united, diversified entity.

#### **QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Butte-Silver Bow Law Enforcement Department has a multi-faceted, comprehensive strategy to address alcohol-related problems in the community. Many challenges exist making it difficult for officers to intensify their efforts. One of which seems to be that Butte's community identity is historically linked to drinking, creating a lingering culture of alcohol acceptance. Community support seems to be split on alcohol initiatives and support, as was illustrated by the narrow margin passing the open container ordinance. Groups such as Mariah's Challenge have questioned BSB's alcohol culture and created traction in the community to fight the culture. Trends support alcohol use is on the decline in BSB, but the use of other drugs is sharply increasing puts alcohol on the back-burner in lieu of more popular substances. It still stands in BSB and in Montana that underage drinking is a rite of passage for younger people supported by a perceived accepting culture and lingering identity. This ideology stands in opposition to the law enforcements ability, coalition efforts, and policymakers requests to secure more and stronger alcohol-related strategies.

### **Use of Local Ordinances**

#### **QUESTION 26 Use of Local Ordinances**

Based on Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Prevention won a hard fought battle in Butte in 2014 when the first open container law was proposed and put to vote. The ordinance made it illegal to have an open container of alcohol on the street from 2:00 a.m. to 8:00 a.m. Many saw this as a symbolic ordinance in the direction of better control over alcohol, while the opposition saw it as an infringement on the already existing freedoms citizens of Butte share and promote, as well as the first wedge in a plan to create a full-scale open container ordinance. The ordinance passed by one vote among the commissioners, illustrating the hesitancy of our leaders to tackle Butte's alcohol epidemic. There are a number of alcohol-focused ordinances in place in Butte-Silver Bow, however, Table 2-7 indicates that consistent enforcement seems to be the underlying issue. Ordinances related alcohol access, e.g., hours and days of sale, server training required for special licenses, server training required for establishments, are in place and enforced regularly and consistently. This seems to be the only categorically enforced ordinances. Additional ordinances that exist in BSB seem to be sporadic at best and are indicated to be enforced inconsistently. These discrepancies should be viewed as a 'mixed bag' approach between policy and enforcement that likely leads to many holes in the system. Prioritizing ordinances and laws, as such with the comprehensive approach to DUI enforcement, could be seen as a factor in the approach to the variety of ordinances in place. In addition, ordinances may or may not be visible to those whom shall be abiding by them. In conclusion, a lack of coherent policy and ordinances, lack of public knowledge, paired with minimal community support inhibits officers to enforce the law to the best of their abilities.

#### **QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Coalition groups and members have proposed the idea of a Social Host ordinance in BSB, which has been met with opposition. This would aid officers in attempts to curb house parties particularly among the high school and Montana Tech demographics where parties have seemingly moved indoors. This would also help establish responsibility among people who host parties and become another weapon to decrease house party situations.

Instituting mandatory compliance checks would be effective in addressing binge drinking and driving under the influence. Compliance checks are only currently being done when funds and manpower exists making them infrequent at best.

A number of other ordinances may prove beneficial as seen in other communities, such as , the institution of a hotline to report parties, minimum age requirements of servers in all bars and convenience stores, restricting alcohol advertising, limiting drink promotions. However, current ordinances in place need to become coherent and properly enforced before more are created.

## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Both law enforcement and the court system are more accountable than in the past, and they are using underage drinking laws and DUI related laws to impact binge drinking in BSB. Statistics show these strategies to be working. However, it seems the prevailing culture in BSB counters much of the effort put toward this battle.

Law Enforcement officers are utilizing a host of strategies that target underage drinking and selling to minors, binge drinking, and responsibility of availability of alcohol which all contribute to the lowering of alcohol use and binge drinking among BSB youth. Even with successes in this area, many concerns remain in our community. The community saw numerous higher profile youth suicides in which substance use was involved. A complete and unified effort needs to be instituted to address alcohol and other substance-related issues. The community members, local government, and law enforcement need to recognize and prioritize these-types of situations and crimes.

Even with a good relationship with local media, increased media attention must be focused on current enforcement efforts to sustain and increase support for law enforcement and provide the community with a better understanding of what such efforts are attempting to accomplish. Our officers are doing a great deal to decrease risky behavior regarding alcohol and other substances, however, culturally driven public and governmental support for their effort is limited.

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact
0	1	2	X3	4	5	6	7	8	9	10

The impact of the justice system on binge drinking and its consequences is rated as a three based mainly on the lack of consistency between policy, accountability, and enforcement. If efforts such as bar walk-throughs, party patrols, compliance checks, and check points were introduced and occurred on a consistent basis, this ranking would increase immediately.

Currently, the level of law enforcement surrounding alcohol related violations and the attention given by the courts to alcohol-related cases is adequate. The involvement of the criminal justice system in community strategies to reduce binge drinking and drinking and driving is critical, but seems to be limited by a dominant local ideology. As coalition programs such as Mariah's Challenge gain popularity and credibility, the coalition as a whole will benefit resulting in more efficient and effective advocate of change regarding policy, culture, and holistic approach to reducing binge drinking and driving under the influence.

## SOCIAL AVAILABILITY – PART 3

### QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The area of youth perception of being caught when using alcohol in 2012 seems to be in accordance with the state averages, across the board. Of the BSB students, on the whole, 27.3% believe they would be caught by the police, while the state average is 26.2%. Similarly, 2012 data shows that 51.3% of BSB students believe they will be caught using alcohol compared to the state average of 52.1%. However, statistics show this hasn't always been the case. The same averages recorded in 2010 and 2008 were slightly lower than the state average. On a positive note, this indicates a slow improvement in the number of students perceiving the likelihood of being caught by either parents or police when using alcohol in various forms.

## Social Availability Questions

### QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Research indicates that social availability is the primary means that minors access alcohol. In Butte-Silver Bow County, it has been reiterated, and supported anecdotally, that the top ranked means of access to alcohol is through family members. While prevalent ideology persists among parents that it is better to have their children drinking at home where they can be better controlled, parents who provide minors alcohol are increasing that minors potential for risky habits involving alcohol, e.g., binge drinking, drinking more frequently, and alcohol related problems such as traffic crashes. This also contributes to the perception among young people that underage drinking continues to be the Butte 'rite of passage' if it is acceptable by their parents.

Social access at parties, notably among the Montana Tech population, to alcohol and prescription drugs is also a concern. Often Tech students are acquainted with high school students in Butte who both attend parties. Once intoxicated, the party-goers are more likely to engage in even riskier behavior due to lowered inhibitions. This is a concern for law enforcement for the health and safety of the youth in attendance, but also for respective crimes including vandalism, assaults, and the like.

Both house parties and the prevalence of alcohol availability through family and friends pose a serious concern for law enforcement that is very demanding.

### QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	X	9	10	

Social availability is ranked an 8 on the Likert scale of 1 (no impact) to 10 (major impact). While positive steps have been taken and strategies implemented to reduce availability of alcohol to minors, as well as reducing binge drinking and driving under the influence, it is just the first steps of truly impacting social availability in Butte-Silver Bow County.

In BSB, a major issue is social access by the means of parents who believe underage drinking is inevitable. They provide alcohol to teens in their homes. Other adults perceive no consequence

or social norms against buying alcohol for teens. Younger teens take alcohol from their parents' homes without their parents' knowledge and share it with their friends.

Additionally, minors access alcohol through social outlets such as house parties, which brings binge drinking and driving under the influence into all parts of BSB and beyond, along with all the associated consequences of binge drinking, e.g., fighting, sexual assaults, and alcohol poisoning. Concern was raised about the college-age demographic in Butte and their predisposition of hosting large house parties with large quantities of alcohol.

A lack of an open container law during daytime hours is a cause for concern particularly during the many festivals and community events that take place here. These events, which can be considered both retail and social, often create opportunities for underage drinkers and for of-age intoxicated drinkers to access alcohol. The consequences of their drinking can result in driving and drinking, vandalism, and other alcohol related poor behavior.

## **PROMOTION – PART 3**

### **Advertising**

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#### **QUESTION 33 Advertising**

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Advertising for alcoholic products seems to be prevalent throughout Butte-Silver Bow in the local media, particularly in the printed media such as event promotional flyers and building advertisements. Contrary to past data, 2013 counts of alcohol advertising in printed publications (the 2 local newspapers and billboards) seems to be less, but still present.

It was surprising not to find a single billboard, out of 48 tallied, dedicated to alcohol promotion in Butte, but that could be tempered by expanding the observation area. The two local newspapers observed were the MT Standard and the Butte Weekly. Though neither are massive papers, each averaged approximately 4-6 alcohol advertisements per week, which increased during the summer festival period. It should be mentioned that other advertisements for tobacco and numerous for marijuana businesses were present in the papers and could be replacing print real estate for alcohol promotion. Of the 10 community events listed, all but one included alcohol sponsors. These are community-focused events only; not included here are the numerous private benefits and bar events that occur on a regular basis. As a festival city, the number of these events varies from year-to-year, arise within a short time frame, and change annually so the events listed can be considered the majority, not all.

Increasingly, Butte is having success with alcohol businesses, which are promoting themselves, and in-turn the alcohol they produce. Headframe Spirits Distillery has been open for over 2 years and has created a nationwide following. BSB also has one functioning brewery and 3

more being constructed and planned to open within a year. The promotion of these businesses should be considered alcohol advertising as well, and will increase dramatically in the soon future.

#### **QUESTION 34 Advertising**

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

Although the number of advertisements during the designated period seem to be typical of past results in Butte-Silver Bow, any amount of advertisements and signs for alcohol impacts not only adults but the youth through supporting the ingrained alcohol culture of BSB. Furthermore, much of the advertising in local and national newspapers on billboards, television, and magazines normalizes risky behaviors that are associated with binge drinking.

Nearly all of the community events in Butte have alcohol sponsors, and many of these events include alcohol sales or revolve completely around alcohol sales and tastings. Young people are especially targeted through these promotions because of the association of alcohol with positive, fun, and worthwhile events normalize constant drinking, and often binge drinking. This contributes to the cultural norm here that alcohol use and binge drinking among all ages is typical, even celebrated.

#### **QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

As noted earlier, the community events that occur in Butte-Silver Bow nearly all have alcohol sponsors or are even based solely on alcohol and/or tastings. This kind of communications and promotions so closely associating alcohol as positive, fun, and a necessary factor in enjoyment promotes more deeply entrenched norm of constant drinking and binge drinking as hobby. This contributes to the cultural identity here that alcohol use and binge drinking among all ages is typical, even celebrated.

However, with the success of programs like Mariah's Challenge questioning this ideology, and rewarding positive and healthy choices, the tone of the conversations are beginning to shift away from where it has traditionally been. This tone is echoed in more access to local media outlets, newspaper, television, and radio, to create social norming PSA's and a more welcoming attitude among a majority of community entities and businesses. While prevention coalition events are given coverage letters to the editor are printed, there is always more work be done



to increase that coverage and other related prevention activities and to encourage BSB citizens to 'buck the trend' of acceptance.

## Promotion Questions

### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

There are no ordinances and few site-specific policies to restrict advertising or sponsorships by bars and alcohol brewers and distributors in Butte Silver Bow. That results in advertising able to thrive throughout the community, especially in the uptown Butte and Harrison Avenue business corridor areas where access, binge drinking, and driving under the influence occur too frequently. In addition, nearly all community events not only promote their relationships with alcohol sponsorships, but rely on them as well.

Being surrounded by this pervasive alcohol culture promotes the type of drinking that leads to binge drinking and driving under the influence. It also supports both Butte's long-standing reputation and historically based identity of acceptance of heavy alcohol use such as binge drinking and its typical ensuing consequence of driving under the influence. When alcohol promotion is everywhere, and in comparison non-alcoholic options, activities, and events (or even facilities free from alcohol) are seldom advertised, the choice whether or not to drink is constantly and heavily influenced.

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	<b>7</b>	8	9	10	

Though the promotion of alcohol is frequent and pervasive in Butte, more concerning is the prolific amount of event and festival sponsorships that feel it's necessary to promote alcohol use as an attraction. For young people who live here, the message is clear: Butte is a hard drinking mining town. For college students who move here—the message is even amplified. Restaurants, grocery stores, casinos, and bars all advertise that alcohol is available and inexpensive. Community events rely on the sponsorship of bars and alcohol distributors

and create additional venues for alcohol advertisements and promotion. This ever present promotion and the imbedding of alcohol use in so many aspects of the Butte community support the perception of and within Butte of acceptance and tolerance of excessive binge drinking and driving under the influence.

### **SCHOOL POLICIES – PART 3**

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#### **QUESTION 37**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

School district policy from both Butte High School and Butte Central Catholic High School addresses alcohol and other drug use on school property. Additionally, athletic codes of conduct at the schools only affect students in extracurricular activities and during the particular season. School officials acknowledge weaknesses in the plan during the off seasons, between seasons, and for students who do not participate in extracurricular activities, the impact may not be as great. Policies and codes of conduct do communicate a standard to all students that underage alcohol use is not acceptable. Issues raised among those talked to come in the form of consistency of enforcement and crossover between schools. Butte is a small enough community that students caught using alcohol or other drugs have a tendency to transfer schools without consequences.

Drug prevention education, focusing on education and skill building, is instituted in both schools, though without a parent component. Recent talks have been to develop a Healthy Citizens curriculum with various preventions organizations (Big Brother/Big Sisters, Law Enforcement, Mariah's Challenge, BSB Health Department, etc.). The goal would be to create a dedicated time each week for professionals to come into the classroom to conduct a lesson in their specific area of expertise, mainly focusing on healthy living skills, character education, and critical decision making in the face of life's challenges. This, if instituted, would provide many essential skills to confidently face alcohol and other drug temptations and make decisions not to use. Additionally, this would make educators more accountable to be better leaders and role models to their students.

#### **QUESTION 38**

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact	0	1	2	3	4	5	X	7	8	9	10	Major impact
<p>School-based prevention policies and activities try to align with the prevention education and organizations in the community so that students are receiving the same message from a multiple of sources. This has been quite difficult to organize to date, but steps are being taken in a positive direction with administration. Butte Central schools, and the public elementary and middle schools are very easy to work with and are welcoming to prevention specialists as presenters for both students and, at times, staff. Efforts to break into the public high school need to continue as that is a significant population that is being underserved. The support schools are showing towards prevention efforts does play a pivotal role in helping the Butte community address binge drinking and its consequences. School policies are vitally important, but more so are their consistent enforcement and commitment to the overall students.</p>												

### MEDICAL FIELD INFORMATION – PART 3

#### QUESTION 39

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

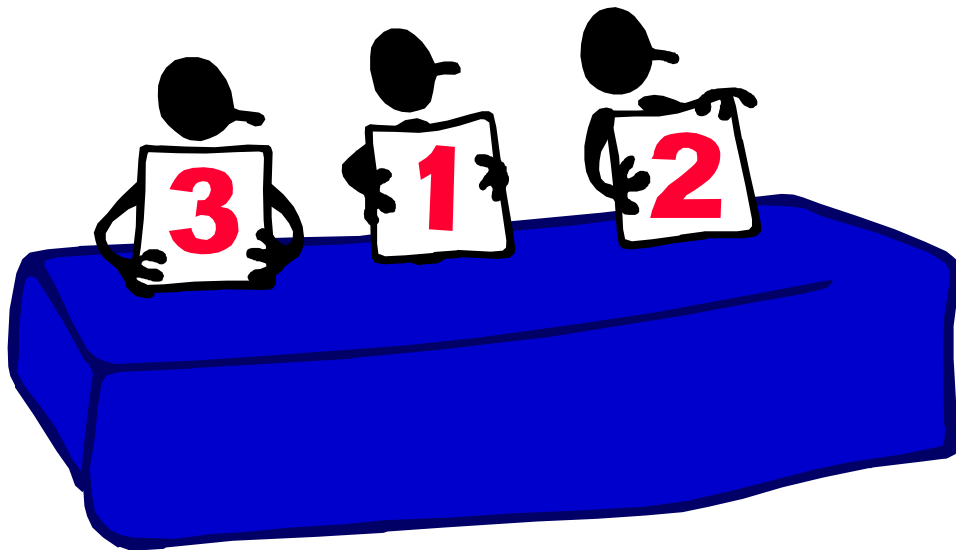
There is little data is available from St. James Hospital yet they have concerns with prescription drug use and abuse in Butte-Silver Bow. There are multiple prescription drug drop-off sites in town available all year. Also there are two drug drop-off events that happen regularly in BSB. These events gather a significant amount of pills and also serve as a reminder to the community to dispose of expired medication on a regular basis and that there is an infrastructure in place to make that easy for people.

#### QUESTION 40

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact	0	1	2	3	4	5	6	X	8	9	10	Major impact
<p>Due to the lack of available data, this ranking pertains more to the efforts concerning prescription and other drug collections in Butte-Silver Bow. As the BSB demographic turns older there is a likelihood of an increased amount and availability of prescription pills in homes. The drug drop-off stations and drug collection events are well promoted, well attended, and can be considered a success in this area not only on the day of the event, but the ripples of the event lead increased collection throughout the year.</p>												

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
5	5	Retail Availability
3	2	Criminal Justice
8	1	Social Availability
7	4	Promotion
7	6	Prescription Drug Abuse
7	3	School Policies

**QUESTION 41**

Provide the rationale for your rankings of the causal factors.

Social availability is reiterated by professionals as the most pressing concern in Butte-Silver Bow. MPNA data indicates that underage drinkers are primarily getting their alcohol from family members, from an adult 21 or over; from someone under 21 or at a house party. Drinking in social settings including house parties hosted by MT Tech or of-age people to high school underage parties, to parent-hosted parties is common, as is driving from those parties or driving to other parties once drinking. Any of the previously mentioned situations allows for an increased chance of binge drinking along with all the associated consequences of binge drinking, such as fighting, sexual assaults, vandalism, and alcohol poisoning. In addition, community events in Butte tend to focus on encouraging alcohol consumption, which sometimes leads to binge drinking and driving under the influence once the event concludes. As for a common ideology in Butte, some parents think it is better to have their children drinking at home where the parents are under the impression they can control their children and their safety. This not only increases the perception that underage drinking is acceptable, it also increases the likelihood that their children will binge drink, drink more often, and get into dangerous situations that can possibly affect the rest of their lives. Social access to alcohol through parents and friends also contributes to the perception among young people that underage drinking is the norm and if acceptable to their parents it is also tolerated by the community. This access is magnified by Butte's lack of a 24/7 open container law. This increases the possibility of providing drinks to underage individuals outside of establishments.

The criminal justice system in BSB, focusing more on the courts than the police, has improved in recent years, but effectiveness of policy, consistency of enforcement, and accountability are all concerns that need deeper investigation. Prevention coalition groups are working to advocate for more comprehensive environmental strategies (24/7 open container ordinance, Social Host ordinance) to address binge drinking and driving under the influence, however the dominant ideology seems to often stand at odds against proven effective strategies. At one time, law enforcement rated alcohol-related crimes as its lowest priorities. The emphasis now has shifted to where officers are more empowered with new technology and training to keep the BSB conviction rate of alcohol-related crimes high. Increased media, and the success of programs like Mariah's Challenge, is drawing attention to these efforts, and is integral to the effectiveness of the criminal justice system in addressing underage drinking and driving under the influence. Though ranked second, this is also a reflection of the lingering community ideology of acceptance of illegal alcohol use.

Alcohol promotion in BSB is ranked third because of its relationship to all other alcohol problems. Marketing alcohol in is primarily achieved through sponsorships of community events. However, a more subtle means of promotion of alcohol use is the behaviors and attitudes of adults that perpetuates the longstanding community norm, theoretically stated as a 'part of what Butte was built on,' that alcohol use is acceptable for teens and adolescents, and drinking excessively is tolerated. An extensive amount of work must be done to counter this

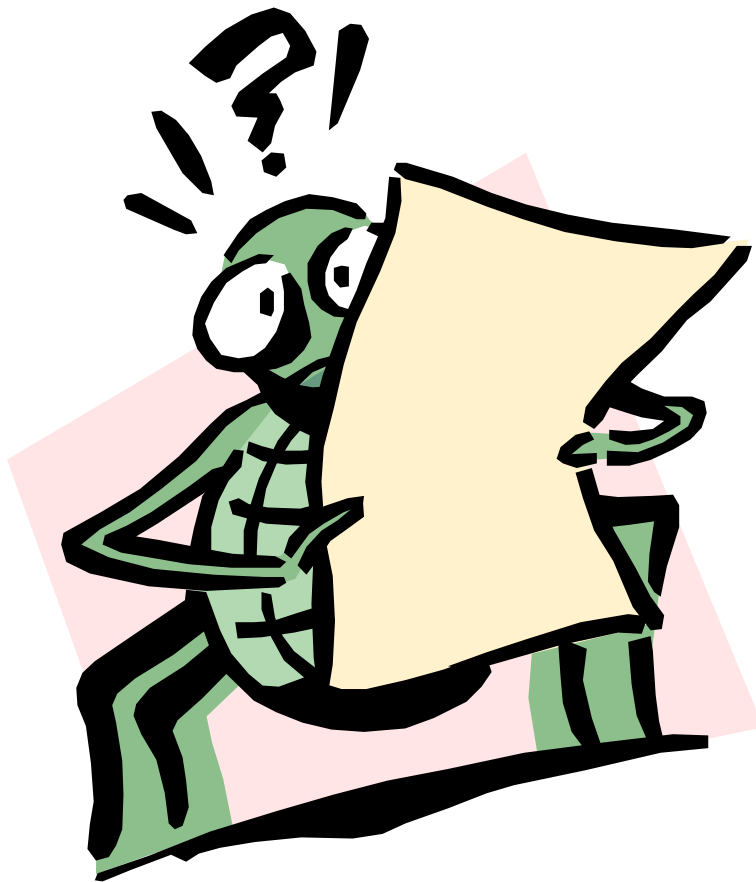
type of thinking. Much of it will center on destroying the myths around underage alcohol use, e.g., as a rite of passage, as not harmful, and all young people drink. This needs to be addressed on many media fronts, as well as modeled by adults to offset alcohol promotions. Changing community perceptions and practices also impacts social and retail availability as well as the criminal justice system's need to address abusive alcohol use.

Creating a unified front in the school culture will create a significant impact directly on the youth and how perceived leaders in our community treat and enforce alcohol and substance use among teens. When policy is firmly established, consistent among schools, and especially when all staff effectively enforces it, the message to this important demographic is clear.

Coordinating policy and enforcement--particularly the oversight of these efforts--between the two school systems will be a challenge, but one that will pay dividends in changing the youth culture and perception that alcohol is acceptable.

Addressing retail availability is a forth priority as it takes place in the public eye and promotes the norm that underage drinking and intoxication are acceptable behaviors in BSB. When retail outlets serve alcohol illegally without consequence, the perception that the community accepts underage drinking and intoxicated drinking is reinforced. Both underage drinkers and intoxicated drinkers have most probably been binge drinking and may very likely be driving while drinking. Therefore, it is essential that BSB promote practices that limit access of alcohol to minors and to intoxicated customers. This will not only limit availability but will reduce the perception of acceptance of alcohol use by minors and intoxicated adults, which should further support reducing access. Retail availability is rated lower than social availability because the vast majority of underage drinkers do not obtain alcohol in retail outlets. RBST trainings are held regularly in Butte and law enforcement is completely on board with employing all strategies at their disposal. The only deterrent to the success of those strategies would be loss of funds. Again, this is an area where promotion can increase options of securing support for that funding. Finally, the number of teens perceiving the likelihood of getting caught by police is increasing. Nineteen percent more BSB teens reported that they think they would be caught by the police in 2012 than in 2002, which is due to increased enforcement but also to the increased publicity of that enforcement in an effort to counteract alcohol advertising. Ranked last is prescription pills based on the effectiveness of current efforts. There is no doubt an abundance of pills in BSB, and those pills are falling into the wrong hands, however the multiple annual pill take-back days, the printed info cards in pharmacies, and the established drug drop-off stations make for an already effective solution. Though it should be revisited often to analyze the effectiveness of the established strategies, it is ranked last in priority.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**



## **Your Final Conclusions**

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### **Final Needs Assessment Question**

#### **QUESTION 42**

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? Which specific causal factors will you target Montana Community Change Project and why?

Based on the causal factors outlined in this report, Butte-Silver Bow County will address social availability and utilize a strategic social norming campaign to address many of the additional causal factors and lingering cultural identity of alcohol tolerance.

Social access to alcohol appears to be the most common means for underage drinkers to obtain alcohol and often results in the most consequences for the underage drinkers and the neighborhoods where they drink. Additionally, a comprehensive social norming campaign will target the cultural ideology in BSB of tolerance to underage drinking and driving under the influence.

Changing Butte's harmful cultural norm, spearheading a change in the external perception of the town's culture, and through reducing access, underage drinking, binge drinking, and driving under the influence, as well as their consequences and perceived acceptability will also decrease. A possible benefit would be an increase in public support of law enforcement to institute new consistent and proactive enforcement strategies and a more supportive attitude for gaining and continuing funding.

